Store Opens at 8:30 A. M. and Closes at 5:30 P. M. -:- -:-

The Wanamafer Store

The Great White Sale Is Announced!

The Merchandising Event of the Summer Season Makes Its Initial Display Today

Truly Great Event

No other retail trade occasion of the Summer compares for importance with our semi-annual sale of White Garments and Goods.

The Fourteenth White Sale since we started business in the old Stewart block begins this morning.

By the magnitude of stocks presented, by the detailed variety of items offered, by the extremely low prices it has interest

First-For all women. Second-For all housekeepers. Third-For many men.

The offerings of today are thoroughly legitimate, and the special prices are made possible through the application of simple principles.

Cumulative purchasing power explains it all. Combined orders of our two great stores give us the maximum force in pricesaving. The new concept in profitable retailing, that finds success in a great volume of business done at a small per cent. of gain, gives you the advantage of our great

If disposed to cynicism or criticism of bargains in general, rememember that dignity and honor surround bargains produced by the two above-named powers.

The news on this page deserves your confidence. Therefore we know full well that the expected demands will come quickly. In this business to deserve success is to secure it.

Muslin Underwear; nightgowns, drawers, chemises, corset covers and petticoats. Details elsewhere on this page.

Every garment new, just made in sanitary factories. From makers represented by the Consumers' league label. Also shirtwaists and shirt-waist suits, silk waists, tea gowns, dressing sacques, negligees and corsets.

Aprons, caps and dresses for maids and waitresses. Slips for Infants; dresses for babies and children; underwear

and shirt-waists for girls. Housekeeping Linens - French, German, Scotch and Irish. Six patterns of table cloths, damask and huckaback towels, napkins, toweling by the yard; Japanese embroidered linen squares, center

pieces, scarfs, tray cloths. Forty Thousand Muslin Sheets and Pillow-cases.

Men's White Madras Pajamas and Negligee Shirts.

The great lines of goods included in this Sale are submitted to critical examination. The better you understand values, styles and qualities, the more thoroughly will you know the real cheapness of all the offerings. Comparisons are good, if fair, but care is needed for fairness. Trial by jury is good when the case is entrusted to the decision of peers.

Everything will be ready at 8:30 this morning.

White Garments for Women

or lace.

At \$1.25—Of nainsook or cambric; three styles; trimmed with point de Paris lace and insertion, or handsome embroidery; some ribbon-trimmed.

At \$1.50—Of nainsook or cambric; six styles; trimmed with Valenciennes lace and insertion, or point de Paris lace, or blind embroidery; ribbon-trimmed.

At \$1.75—Of nainsook or cambric; eight styles; trimmed with open or blind embroidery, or Valenciennes lace and insertion, or point de Paris lace; all ribbon-trimmed.

Others up to \$10.

Petticoats

Petticoats

At \$50-Of cambric; deep ruffe of lawn; plain hem with plaits above.

At 500-Of muslin two styles; deep flounce, trimmed with embroidery or hemstitched hem.

At 750-Of muslin, three styles; trimmed with blind embroidery or torchon lace; or umbrella ruffle and hemstitched hem.

At 850-Of cambric, three styles; trimmed with torchon lace and insertion, or deep ruffle of embroidery; or umbrella ruffle and hemstitched hem.

At \$1-Of cambric, eight styles; trimmed with embroidery or lace, point de Paris and torchon lace, or plain hemstitched plaits.

At \$1.25-Of cambric, six styles; trimmed with torchon lace and insertion, or deep ruffle of blind or open embroidery; or umbrella ruffle and hemstitched plaits.

At \$1.50-Of cambric, six styles; trimmed with handsome blind or open embroidery; or torchon lace and hemstitched plaits.

At \$1.50-Of cambric, ten styles; trimmed with torchon lace and insertion, or point de Paris lace, or embroidery, insertion and plaits.

At \$2.25-Of cambric, two styles; deep

de Paris lace, or embroidery, insertion and plaits.

At \$2.25—Of cambric, two styles; deep ruffie, or blind embroidery and plaits above.

At \$2.50—Of cambric, four styles; trimmed with point de Paris lace and insertion, or Valenciennes or torchon lace or blind embroidery.

At \$2.75—Of cambric, four styles; trimmed with handsome embroidery, insertion and plaits; or point de Paris lace, insertion and plaits.

At \$3.25—Of cambric, two styles; trimmed with blind embroidery, ruffie and plaits.

Other styles up to \$30.

All the 10c and 15c Drawers, the 8c and 18c Corest Covers, the 25c and 35c Chemises, the 38c Nightgowns and the 35c and 50c Petticoats are on sale in the Basement Under-Price Store.

Children's Underwear

At 100—Children's muslin Drawers, with hem and cluster of plaits; patent facing, six button-holes; sizes 1 to 3 years. Same, 4 to

button-noise; sizes i to 3 years. Saint, 4 to 8 years, 12c; 10 to 14 years, 15c.
At 25c—Children's Petticoats of muslin, with cambric ruffles; hemstitched hem, headed with cluster of plaits; sizes 2 to 14

years.
At 180—Children's muslin Drawers; cambrio ruffle, ½-inch hemstitched hem and heading; patent facing, six button-holes; sizes 2 to 14 years.

At 350—Children's Drawers, four styles; of muslin, with cambric ruffle, lace insertion and edge; or cambric, with embroidery ruffle and cluster of plaits; or umbrella ruffle, with hemstitched plaits and embroidery edges; sizes 2 to 16 years.

edge: sizes 2 to 18 years.

At 180 to 35c—Girls' Corset Covers of cambric; round or V neck, trimmed with embroidery; or nainsook, 'ow back and front, trimmed with lace edge; sizes 30, 32

and 34.
At 350—Children's Petticoats of cambric,

The Most Remarkable Collection Ever Assembled

Garments of muslin, of cambric, of | and congested with trash, and sales are for each grade of garments. hatched up here, there and anywhere.

fails to fully supply public demands for MAKER goods-Wanamaker Muslin Underwear.

Competition never encroaches upon WANAMAKER selling. Competition never copies WANAMAKER manufacturing policy, is not anxious to duplicate WANA-MAKER refinement of style or excellence of quality. Fine words in a newspaper do not make amends for sweat-shop work, seconds of white goods, and odds and ends of garish embroidery and lace.

Chemises

At 25c-Of cambric; two styles; round or square neck; trimmed with torchon lace and cambric ruffle or neat embroidery.

At 35c—Of cambric ruffle or neat embroidery.
At 35c—Of cambric; two styles; round neck; trimmed with hemstitched lawn ruffle or embroidery.
At 50c—Of cambric; four styles; trimmed with embroidery or hemstitched ruffle.
At 75c—Of nainsook or cambric; two styles: trimmed with Valenciennes lace and insertion, or embroidery and insertion.

At 55c—Of nainsook or cambric; three

At 85c-Of nainsook or cambric; three styles; trimmed with embroidery and ribbon, or Valenciennes and torchon lace.

At \$1-Of nainsook; four styles; round or square neck; trimmed with Valenciennes or torohon lace and ribbon or embroidery.

At \$1.25-Of nainsook; two styles; trimmed with Valenciennes lace, insertion and ribbon, or embroidery and ribbon; round neck

At \$1.50—Of nainsook; two styles; round neck; trimmed with point de Paris and insertion, blind embroidery and ribbon.

Corset Covers

At 8c-Of cambric; trimmed with em-roidery and pearl buttons. Three to a

At 18c-Of cambric; low neck; trimmed with torchon lace; drawstring at waist.

At 25c-Of cambric; eight styles; round or V neck; trimmed with torchon or Val-enciennes lace or embroidery; some ribbon

At 35c-Of cambrio; six styles: round neck; trimmed with point de Paris lace and insertion, and insertion or torchon lace; some trimmed with embroidery.

At 50c-Of nainsook; eight styles; round

insertion, or Valenciennes lace; others with neat embroidery, some ribbon-trimmed.

At 65c-Of nainsook; two styles; round or square neck; trimmed with torohon lace and three rows of insertion, or blind em-

At 750-Of nainsook; five styles; round neck; trimmed with torchon lace and insertion, or Valenciennes lace; all ribbon-trimmed.

At 85c-Of nainsook; ten styles; round or square neck; trimmed with Valenciennes lace and insertion, or torchon lace; some with embroidery; all ribbon-trimmed.

At \$1-Of nainsook; three styles; round neck; trimmed with point de Paris lace, insertion, ribbon or Valenciennes lace.

At \$1.25—Of naisook; three styles; round neck; trimmed with torehon and Valen-ciennes lace or blind embroidery; all ribbon-trimmed.

Nightgowns

At 38c-Of muslin; three styles; V or high neck, trimmed with embroidery and insertion or torohon lace. Only 3 to a buyer.

At 50c-Of muslin; two styles; trimmed with lawn ruffle; yoke of plaits.

At 75c—Of cambric or muslin; seven styles; square, V or high neck, trimmed with torchon lace and insertion, or neat embroidery or hemstitching.

At 85c—Of cambric; nine styles; square, round or V neck, trimmed with Valenciennes lace, torchon or embroidery, or hemstitched lawn ruffle of plaits.

lawn ruffle of plaits.

At \$1—Of nainsook or cambric; twelve styles; trimmed with torohon lace and insertion, or Valenciennes lace or embroidery.

At \$1.25—Of nainsook or cambric; five styles; square, round or V neck, trimmed with Valenciennes or point de Paris lace or neat embroidery.

At \$1.50—Of nainsook or cambric; ten styles; trimmed with point de Paris or Valenciennes lace and insertion, or handsome embroidery; V, round or square neck.

At \$1.75—Of nainsook or cambric; six

At \$1.75—Of nainsook or cambric; six styles; round, square or V neck, trimmed with Valenciennes lace, or open or blind

At \$2-Of nainsook or cambric; square neck, trimmed with open or blind embroidery and ribbon.

Drawers

At 10c-Of muslin; plain hem; plaits above. Only three to a buyer.

Others up to \$1 8.50.

Others up to \$7.75.

neck: trimmed with Valencient

Others up to \$7.50.

Wanamaker Muslin Underwear gets its nainsock, of lawn, and the world knows style from models brought from Paris. them as "Muslin Underwear." And what It gets its fullness of size-its ample width a tremendous industry nowadays is the and length of garments from the specificaproduction of Muslin Underwear! Every tions of our regular goods. The careful man that can get a few sewing machines sewing and neat finishing are essential to and cheap operators rushes in to reap a our acceptance of the goods. All materials harvest in May. The markets are filled used are new, perfect, refined, as selected

The bargain garments of the Wanamaker Yet the WANAMAKER organization White Sale are made in the same careful plans more largely each season, and still and tasteful manner as regular WANA-

> That Is Why the Wanamaker White Sale So Enthuses New York Women.

> The economies demand no sacrifice of the particular woman's good taste or judgment. Prices are tempting because the garments are so thoroughly

Here are as many price-facts as space will permit:

Drawers At 250—Of muslin or cambric; four styles; trimmed with embroidery and plaits, or deep ruffle of lawn; hemstitched plaits.

At 350.—Of cambric or muslin; trimmed with torohon lace or embroidery, or hemstitched lawn ruffle.

voke of cluster plaits; cambric ruffle at neck and sleeves; sizes 2 to 14 years

At 50c—Children's Nightgowns of cambric; bishop styles; hemstitched ruffle at neck and sleeves, or yoke with plaits; others of muslin, with embroidery insertion, plaits and hemstitching; sizes 2 to 14 years.

At 12c—Children's jean Drawer-waists, with strapped button-tabs; pearl or Chinabuttons; sizes 2 to 10 years.

At 25c and 38c—Children's Body Skirts of cambric or nainsook, with wide hem and cluster plaits; narrow hemstitched hera with four plaits; or wide ruffle with hemstitched plaits; sizes 2 to 5 years. stitched lawn ruffle.

At 50c-Of nainsook, cambric or muslin:
twelve styles: trimmed with embroidery or
lace; some with insertion, others with hemstitched lawn ruffle.

At 75c-Of nainsook or cambric; trimmed with Valenciennes lace and insertion,
or torohon lace, or blind embroidery and
plaits; ten styles.

At 85c-Of nainsook or cambric; eight
styles; trimmed with point de Paris lace
and insertion, or Valenciennes or torchon
lace, or embroidery and plaits.

At 31-Of nainsook or cambric; three
styles; trimmed with deep ruffle, embroidery
or lace.

Infants' Long Slips At 25c and 35c—Of cambric or nainsook; bishop style; hemstitched ruffle or lace edge on neck and sleeves; or fine plaits at neck and sleeves; embroidery-trimmed. At 38c and 50c—Yokes of hemstitched plaits, embroidery or lace insertions; neatly finished.

French Waist Dresses

At 950—Four styles; square neck of plaits and lace insertion, bretelles over shoulders of lace insertion and embroidery edge; or deep bretelles with insertion and edge; sizes 2 to 5 years.

At \$1.50—Square neck, with beading and ribbon; deep ruffle with lace insertion and edge; skirts with lace insertion and edge; skirts with lace insertion and edges.

edge; skirts with lace insertion and edges; or open at neck, with embroidery insertion and deep ruffle, or deep collar with lace insertion and edge; sizes 2 to 5 years.

At 38c and 50c-Of English nainsook; yokes of hemstitched or plain plaits and embroidery insertion; sizes 3 months to 3

wears.
At 75c—Yoke of embroidery insertion with deep ruffle, or fine plaits with insertion and ruffle; sizes 3 months to 3 years.
At 95c—Five styles; yokes of fine insertion and embroidery ruffles; skirts with plain hem; or embroidery or lawn ruffle, edged with lace; sizes 3 months to 3 years.

At \$1—Of lawn; yoke of plaits; body of Mexican drawn-work and lace insertion; plaited stock.

At \$1.25 to \$3—Of white lawn; open front or back; richly trimmed with embroidery, lace or Mexican drawn-work; sizes 14 to 18 years.

At \$3.50 to \$6-Of white China silk or Persian lawn, in a variety of designs. Second floor, Fourth ave.

Children's Underwear

At 35c-Children's Nightgowns of muslin; yoke of cluster plaits; cambric ruffle at neck

At 50c and 75c—Hemstitched plaits or embroidery and box plaits; or lace insertion and plaits; sizes 2 to 4 years.

At 95c—Five styles; yoke of insertion and cluster plaits with ruffles or bretelles, trimmed with embroidery, lace or hemstitching; or plain and hemstitched plaited body; sizes 2 to 5 years.

Guimpe Dresses

Mother Hubbard Dresses

Girls' Shirt-waists

At 38c, worth 500—Sonnette Corsets of ventilating net; straight-front, short hips, medium low bust.

At 50c, worth 75c—R. & G and Saxon Corsets of ventilating net; jean-stripped; short and dip hips and abdomen; straight-front, zone band at the waist; lace-trimmed.

At 50c, worth 75c—Short Corsets of batiste; low bust, short hips, straight-front; double zone band at waist; rust-proof steels; lace-trimmed. Also batiste and tape Girdles.

Basement.

At 50c, worth 75c—Short Corsets of batiste; low bust, short hips, straight-front; double zone band at waist, rust-proof steels; lace-trimmed. Also batiste Girdles.

At 50c, worth 51—Tape Girdles; straight-front; for slender figures.

At 51, worth 51.50—Nemo "Nu Ray" short Corsets, girdle effect; made entirely of gores; for slender figures.

Tenth street Elevator Table.

At 50c, worth 55c—Batiste Girdles; straight-front, lace-trimmed; for slender figures.

At 75c, worth \$1.—L. R. ventilating net

straight-front, lace-trimmed; for slender figures.

At 750, worth \$1—L. R. ventilating net Corsets; straight-front, short hips. Also Sonnette Corsets of batiste; bias cut, medium gored hips, low bust.

At \$1—L. R. ventilating net Corsets; short hips, straight-front, low bust, lace-trimmed; for medium figures.

At \$1—Nemo and Sonnetto Corsets of fine batiste; medium and long dip hips; flat over abdomen Second floor.

with lawn ruffle, edged with lace and cluster of plaits; or umbrella ruffle, hem and plaits; sizes 2 to 14 years. At 15c-Of muslin; deep hem and plaits above. Only three to a buyer. White Sale Laces

We offer today 12,000 yards of white washable laces, such as point de Paris, Platt Valenciennes, torchon, Mechlin and point d'esprit in edgings and insertions. Of most of the kinds the quantities are large; a few of the sorts are limited. They will be sold in six-yard lengths, and cannot be cut. Prices are 18c to \$2.15 for pieces of six yards. Regular values are 30c to \$3 a piece. Under-Price Store, Basement.

White Bedspreads

Three mighty interesting items, of white bedspreads, at specially attractive White Sale prices-from a stock full of similar timely offerings. The first time these bedspreads have borne such low prices:

At 75c, worth 90c-White Honeycomb Bedspreads; of staple three-ply yarn; for full-sized beds, in Marseilles patterns. At \$2.75, worth \$4-Marseilles Bedspreads; fast black; handsome selection of patterns; for full-sized beds. At \$4.75, worth \$6.50—English Marseilles Bedspreads; from one of the best factories; large size.

Third floor.

A Remarkable List of Housekeeping Linens

The offerings noted below compose one of the most remarkable announcements about Linens that have been made in recent years. The prices of linens have been, and still are, inflexible on the market. The rise of values has been constant for several years, and during that time WANAMAKER prices have been constantly maintained practically a year below those to be found

To do better seemed impossible; but for some months we have been looking forward to this White Sale with the determination to do the unusual thing. In some cases we have arbitrarily sacrificed our profits; on other lines we have secured assistance for this movement from manufacturers who had reason to favor us. Altogether it is such a presentation of low-priced merchandise as housekeepers and hotel proprietors have not seen matched for a long period of time. Here are the items in detail:

DINNER CLOTHS

Unhemmed, bleached; made of the celebrated Courtrai flax; six exclusive designs, made especially for us, at these little prices

2 x 2 yards, at \$2.75, worth \$3.75.

2 x 2½ yards, at \$3.50, worth \$4.50.

2 x 3 yards, at \$4.25, worth \$5.50.

2½ x 3 yards, at \$5.50, worth \$7.

2½ x 3½ yards, at \$6.25, worth \$8.

LUNCH or TEA CLOTHS

LUNCH or TEA CLOTHS

At \$2 set, from \$8.25—Fringed; crose-stripes
of blue, pink and gold alternated with white. One
dozen 15-in. Doilies with each cloth. Size of cloth

TABLE LINEN BY THE YARD At 81c yd., from 40c-Cream Table-linen; washes white quickly; wears well; 58-in. wide.

NAPKINS At \$1.65 doz., from \$2.—Bleached Scotch Napkins; breakfast size, 20 in. square; well assorted

TOWELS At 18c each, from 25c-Brown linen fric-tion Towels for bath, imported. Under-Price Store, Basement.

At 50c each, from \$1—Bleached German damask; both knotted fringe and hemstitched ends with openwork above hem; 24x50 in. and 25x45 in.; all-white borders.

At \$2.50 dozen, from \$3-Bleached Heinstitched Huckaback Towels, 19x38 in.; a particularly handsome quality at \$3; today at \$2.50 dozen.

At Sc yard, from 10c-Checked Glass Toweling, 16 in. wide; all-linen brown twilled crash with red border, 17 in. wide.

FANCY LINENS At 38c each, from 75c-Bleache i German Damask Hem titched Tray Covers, with row of openwork inside of hem

Under-Price Store, Basement Japanese Hand-drawn Linen Table-pieces, Bu-reau and Sideboard Scarfs, and Plate Dollies.

Plate Doilies, 9 in. square, at \$2.25 dezen, from \$3.25; 12 in. square, at \$3 dozen, from \$4.20. Tray-covers 20x30 in., at 60c. each, from \$1. Tea-cloths, from 24 in. square, at 60c. each, from \$1, up to 54 in., at \$2.50 each, from \$3.75.

Sideboard or Bureau Scarfs, from 18x36 in., at 85c. each, from \$1.15, up to 18x54 in., at \$1.20 each, from \$1.75.

40,000 Ready-made Sheets and Pillow-Cases

At Prices Based on a Low Cost of Cotton

As everyone knows, prices for "spot" cotton have been sky-rocketing; and there has been a corresponding advance in the price of sheetings. We contracted for the following lots of Ready-made Muslin Sheets and Pillow-Cases some time ago-and the saving to you in cost is at least ten per cent. on present prices. And, at that, manufacturers rather prefer to curtail production than to sell much at these figures.

Consequently, while these forty thousand sheets and pillow-cases last it's a good time for hotel-keepers and others to provide needed supplies at a lower price than they will have to pay later:

PILLOW-CASES

Sheets and Pillow-Cases of the best quality of sheeting; heavier and finer than the standard grade PILLOW-CASES

Sheets and Pillow-cases of standard sheeting, that has trivial defects that will not affect wearing qualities—mostly slightly crooked hems.

PILLIOW-CASES

42x86 in., 1216.

Pure Linen Handkerchiefs

The WANAMAKER White Sale of Handkerchiefs is emphasized by the all-important fact that nothing but pure linen handkerchiefs ever come into this store at any time, at any price. No one ever bought a cotton or a cotton-mixed handkerchief at WANAMAKER's. There is no quality risk-you have simply to choose for fineness. The cloth in every handkerchief is pure flax in every thread, and every handkerchief offered today is absolutely perfect. Here are the remarkable items:

At 6c, worth 10c—Almost 6,000 Women's plain hemstitched linen Handkerchiefs, soft finsh, summer weight usual size, % and %-inch hems
At Sc, worth 12%0—14,000 Women's Handkerchiefs, in plain hemstitched soft-finish linen,
% and %-inch hems; sheer plain hemstitched,
% and %-inch hems; sheer linen with tiny cords
running around inside of hemstitching; sheer
linen with double row of hemstitching; sheer
linen with double row of hemstitched revering,
trimmed with pretty Valenciennes lace or hemstitching, %-inch h ms.
At \$1 a dozen, worth \$1.50—Men's plain
hemstitched Handkerchiefs, %-inch hems, soft
finish; made for us in slack season.

Basement.

Basement.
At 12½c, worth 20c to 85c—Over 5,000
Handkerchiefs, including finest finish Women's
plain hand-drawn hemstitched, in ½, ½ and i-inch
hems; beautiful sheer hand-drawn hemstitched

handkerchiefs, in %, % and 1-inch hems; very fine sheer handkerchiefs, revering running all around; point d'esprit and Valenciennes lace-trimmed on sheer linen centres At 12½c—Men's full size best soft-finish plain hemstitched linen Handkerchiefs, in ½, ½, ½ and 1-inch hems.

SHEETS

At 25c, worth 40c to 60c—Samples from three leading importers of Women's embroidered lace-trimmed and hemstitched Handkerchiefs—each on a card.

-each on a card.

At 25c.—Men's plain hemstitched Handkerchiefs; some are the extra large size and wide hems,
not used so much newadays, but quaity and finish
are extra fine, and greatly under regular price.
At 50c, were \$1, \$1.25 and \$1.50-French
Handkerchiefs for men, in a wide variety of handsome patterns, that were two and three times
today's price.

B oadway.

One Hundred Thousand Yards Of White Goods

This is a year of White, and, with the extraordinary demand, prices of all desirable white goods have been constantly maintained on the market. Purchases under-price have been practically impossible among the favored goods. We count it a great accomplishment to have secured the merchandise offerings which follow: At 25c, worth 40c to 50c-Imported Bro-

cade Waistings; 28 and 32 in. wide. Mercerized Cheviots, high lustre Alexandra Cloth, silk-like broad-figured Striped Mercerized Madras; over thirty different patterns. Large and small mer-cerized basket weave of the bright Sea Island yarns. Large and small dotted Swiss Muslins, some with lace stripes.

At 18c, worth 25c to 85c—Embroidered Lace Striped Swiss Muslins, Plain and Figured Piques, imported Mercerized Striped and Figured Madras; over twenty-five favored patterns; 32 inches wide.

At 12½c, worth 18c—Hemstitched Lawn Stripes, Lace and Satin Lawn Stripes, Figured Brocades, 40-inch Victoria, India Lawns.

Basement.

Boys' White Wash Suits At \$1.50, worth \$2.50 to \$5

This is one of the most stirring offerings that parents of boys have heard of in many a day. Here is a collection of five hundred white washable sailor blouse suits that represent the handsomest production of this

They are made of striped pique, duck, imported cotton basket cloths, galatea, butchers' linen, white drill and various handsome mercerized cotton goods. Some are plain, others are handsomely trimmed. The regular prices range from \$2.50 up to \$5. Today

Choose at \$1.50 a Suit Sizes 3 to 12 years.

Second foor. Ninth stree:

Formerly A. T. Stewart & Co. John Wanamaker

Broadway, Fourth Avenue. 9th and 10th Streets.